

GRAPHIC DESIGN

CATHERINE FORD

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ABOUT

Hello, my name is Catherine Ford and I am a graphic designer from Orlando, Florida. I was born and raised in Fort Lauderdale, and have lived and worked in New York, Los Angeles, Miami, and Austin over the last decade. Please take a look at my resume to see my skills, qualifications, and work experience.

CONTACT

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EDUCATION

BAS Graphic Design and Digital Media
Indian River State College (2015-2017)

AA Liberal Arts
Broward College (2009-2012)

SKILLS

Photoshop
Illustrator
InDesign
Animate/Flash
Final Cut Pro X
iMovie
Logic Pro X

TRAVEL & HOBBIES

France, Paris
Sacré-Cœur, Disneyland Paris, Musée du Louvre, Latin District, Château de Versailles.

UK, London
Harry Potter and the Cursed Child, Tower of London, The National Gallery, Buckingham Palace, Parliament, Westminster.

Ireland, Dublin
Trinity College, Jameson Factory, Guinness Factory, Temple Bar; Day tour of Belfast, Northern Ireland.

Interests: *Photography, gaming, coffee, social media, blogging, drawing, movies & TV, cooking.*

WORK EXPERIENCE

2015-Present

Alex and Ani

Sales Associate/Social Media

📍 Lake Buena Vista, FL
Fort Lauderdale, FL

Responsible for social media posts and staying aware of brand guidelines, as well as current fashion and jewelry trends. Also responsible for store visuals, such as creating stacks of themed jewelry, creating color palettes using bracelets, and setting floor visuals during and after seasonal floor sets. Uses guest service knowledge to assist guests, creating a personalized experience for all clients.

Summer 2015

UR Republic Radio

Layout and Print Editor

📍 Austin, TX

Part-time editor for the art department of a streaming political talk show based in Austin. Was responsible for editing promotional material and keeping all print media associated with the program up-to-date. Utilized InDesign, Illustrator, and Photoshop.

2013-2015

Sallah Astarita and Cox

Office Assistant

📍 Boca Raton, FL

Fall 2011

P'an Ku Magazine - Broward College

Art Editor

📍 Fort Lauderdale, FL

Acted as the art editor for the Broward College bi-annual student art magazine. Responsibilities included using InDesign to put the magazine together, Photoshop and Illustrator to edit art pieces, communicating between faculty and student bodies, and promoting the magazine within art classes across all campuses. Worked in a team setting under strict deadlines and printing guidelines.

2009-2013

Walt Disney Company

Retail Guest Service; Coordinator; Trainer; Photographer

📍 Lake Buena Vista, FL
Anaheim, CA

Maintained a leadership position by coordinating employees while assisting a large volume of park guests daily. Responsible for cashing out stores and balancing bank nightly, as well as training new employees. Utilized advanced photographic equipment and software. Won quarterly award in 2012 for excellence in guest service.

AWARDS

ADDY Award

Art Direction (2016)

Won an ADDY (American Advertising Awards) in Art Direction for a book concept piece titled "Himalaya"

Disney Quarterly Award

Excellence in Guest Service (2012)

Nominated by leadership team, and won for showing excellence in guest service for the quarter.